

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 485108 /		Alt Order # 06228770
Product AMERICAN CROSSROADS		
Contract Dates 10/30/12 - 11/05/12		Estimate # 694
Advertiser American Crossroads NV		Original Date / Revision 11/01/12 / 11/01/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KVVU	11/05/12	11/05/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	TMZ	730-8p	M-----	:30		\$675.00	NM		
	See MG 13.2,13.3											
N 13	KVVU	11/01/12	11/01/12	TMZ	730-8p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	----Th----	:30		\$675.00	NM		
	See MG 13.2,13.3											
	2	KVVU	11/02/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----F----	:30		\$675.00	NM		
	Ⓜ MG for 10.1,13.1											
	3	KVVU	11/02/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----F----	:30		\$675.00	NM		
	Ⓜ MG for 10.1,13.1											
N 66	KVVU	11/02/12	11/05/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	M---F--				1	\$450.00			
Totals											54	\$39,355.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	54	\$39,355.00	\$33,451.75
Totals	54	\$39,355.00	\$33,451.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

01

CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
NOV1/12 14.51
*** KVVU-TV ***

SALESMAN # _____

[illegible]

FURIA

REGIONAL

Table 1 Demographic characteristics of study population

E NOV1/12 14.51

TO ROSE
FROM TERESA
ADDED LINES 93-94
NCIT
PLEASE CONFIRM

STA: *****
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE:	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	DAYS	:TOTL: :SPTS:
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =												
11	S		730P-800P	30		\$675.00	11/5	11/5	0		MON	0
PROGRAM : AVG. ALL WKS<												
93	A		600P-630P	30		\$675.00	11/5	11/5	1		MON	1
PROGRAM : NEWS ORD COM1: SPOT N/A DUE TO RATE. MG 6P NEWS. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR NOV5 ON LINE-11 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV1 ON LINE-14 FOR 1 SPOT/WK												

REP HEADLINE# 6228770 TRF# 485108 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 14.51
*** KVVU-TV *** **CHANGES**

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
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94	A		600P-630P	30		\$675.00	11/2	11/2	1		FRI	1
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PROGRAM : AVG. ALL WKS<
ORD COM1: SPOT N/A DUE TO RATE. MG 6P NEWS. NOT PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 93-94

14	S		730P-800P	30		\$675.00	11/1	11/1	0		THU	0
----	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : AVG. ALL WKS<

STATION MAKEGOOD OFFERS:
M2 OK'D BUY#11 MISSED:MON/730P-800P NOV5 \$675.00 30S (OCT31/12)
BUY#14 THU/730P-800P NOV1 \$675.00 30S
OFFER:MON/600P-630P NOV5 \$675.00 30S PLS ADVISE.
& FRI/600P-630P NOV2 \$675.00 30S
CMT:SPOT N/A DUE TO RATE. MG 6P NEWS. NOT PRE-BOOKED PLS APPROVE.

NOV/12 39355.00 CONTRACT TOTAL 39355.00
TOTAL SPOTS 54

MARKET TOTALS \$243,156 KVVU 16% KSNV 31% KLAS 41% KTNV 11% KVMY 0% KVCW 0% CABL 0%
KTUD 1%

HEAVY NEWS AND OLDER SKEWING PRIME AND SPORTS PURCHASED

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
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<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> 694
<u>Advertiser</u> American Crossroads NV		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
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	Week:	10/30/12	11/05/12	M---F--				1	\$450.00			
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REP HEADLINE# 6228770 TRF# 485108
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.41
CHANGES ** KVVU-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
AGY # AGY. NAME CROSSROADS MEDIA LLC

REP.# OFF.# 762 SALESMAN #
BUYER NAME EMILY MILHOAN
SALES PRSN PH- TERESA DIFURIA

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6228770 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 15.41

REP: TO ROSE
FROM TERESA
ADDED LINE 92... \$\$\$ ARE REINVESTMENT FROM HDLN 6386800
REV TTL = 39355
PLEASE CONFIRM

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 694

92	A		900A-1000A	30		\$450.00	11/1	11/5	1		TH-F,M	1
----	---	--	------------	----	--	----------	------	------	---	--	--------	---

PROGRAM : MORE
CON COM1: REINVESTMENT \$ FROM 6396800
STATION MAKEGOOD OFFERS:
M2 UNRESL BUY#11 MISSED: MON/730P-800P NOV5 30S \$675.00 (OCT31/12)
OFFER: MON/600P-630P NOV5 30S \$675.00 PLS ADVISE.
CMT: SPOT N/A DUE TO RATE. MG 6P NEWS. NOT PRE-BOOKED PLS APPROVE.

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.41
 *** KVVU-TV ***
 REP HEADLINE# 6228770 TRF# 485108
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
NOV/12						39355.00						
CONTRACT TOTAL 39355.00												
TOTAL SPOTS 54												

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